

## **Town of Amherst Street Banner Program Rules**

### **Purpose**

The Town desires to create a limited public forum for the purpose of allowing organizations that are promoting community, charitable, historical, religious or other civic events and activities to display banners across S. Main Street at the Town Hall.

### **General**

The Town Hall location is the only approved location where a banner across the street is allowed. No person shall erect or place any banner at that location without obtaining a permit from the Town Manager.

Although the issuance of such permits shall be generally on a first come/first served basis, the Town Manager shall give preference to in-town events sponsored by recognized community groups and festivals that help enhance the Town of Amherst's quality of life. Only events to be located within Amherst County may be promoted through this banner program. A permit shall not be issued for banners erected for the primary purpose of promoting a for-profit business.

The application for a permit shall be on a form provided by the Town Manager and signed by a responsible individual on behalf of the applicant.

The Town of Amherst will be responsible for installing and removing the banner at a time that is most convenient to the Town of Amherst following the issuance of a permit.

Any person or organization who is denied a permit may appeal the denial to the Town Council within five (5) working days of the denial by providing a written notice of the appeal and the grounds therefore.

### **Time Limits and Deadlines**

All applications, including fees, will be accepted no more than ninety (90) days prior to the event and no less than three (3) weeks prior to the event. A banner may not be displayed for more than 21 days. In general, the banner should not be installed more than 14 days before the event. Any banner not reclaimed by the applicant within 10 days after it is taken down is advised that the Town will consider that banner as abandoned and discarded.

### **Insurance and Fees**

A permit fee of \$100 payable to the Town of Amherst shall accompany every application for a street banner permit. Insurance coverage in the amount of \$1,000,000 naming the Town, its officers and employees as additional insured shall be provided by the applicant.

### **Banner Construction**

#### Mandatory Items:

- Maximum Banner Size: 4' high X 20' wide
- Sewn-in roping (if banner has ropes) or metal grommets in corners and along the top
- Reinforced/Double stitching on top of banner hem

#### Recommended Items:

- 16 - 22 oz weight vinyl construction
- Reinforced/double stitching on top of banner hem
- Two sided banners should have a liner to decrease bleed
- Nylon webbing used in the hem
- Hem is single-folded and double-lockstitched with reinforced corners & grommets
- Wind slits cut in banner
- Rope stitched along top of banner; if rope is not used then use d-rings, o-rings, or snap hooks



## Town of Amherst

### Banner Permit Application

186 S. Main Street

P.O. Box 280

Amherst, VA 24521

(434) 946-7885

FAX: (434) 946-2087

Total Fee: \$100

Date:

#### Contact Information

(Please Print)

Organization Name:

Applicant Contact Name:

Address of Organization:

Phone Number:

Fax Number:

#### Event Information

Name of Event:

Date of Event:

Event Location:

#### Banner Information

Installation Date Desired:

Removal Date:

#### The following conditions are set forth in the issuance of this permit:

I have read the Town of Amherst Street Banner Program rules and agree to abide by them. I acknowledge that we, the applicant(s), shall hold harmless, indemnify and defend the Town of Amherst, its officers and employees, from any and all claims and lawsuits arising out of the installation of the sign/banner and shall furnish the Town with a certificate of insurance verifying General Liability Insurance coverage in the amount of \$1,000,000 naming the Town, its officers and employees, as additional insureds. We agree that this permit may be revoked or terminated and the banner removed without notice for good cause such as for safety reasons, anticipation of inclement weather or upon receipt of a lawful order. I understand that there will be no refund of the permit fee if a banner is installed.

Signature (Applicant): \_\_\_\_\_

Date: \_\_\_\_\_

Application Approved: \_\_\_\_\_

Date: \_\_\_\_\_